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EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * FEBRUARY 1969

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The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

CLIFFORD M. HARDIN
Secretary of Agriculture

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Federal Extension Service

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EXTENSION SERVICE

REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Your Extension Service Review

There are two ways to profit from your Extension Service Review—read it regularly and contribute articles to it.

Each issue of your Review contains the best available articles on new and innovative ways of carrying out educational programs. By and large they are the techniques tried and proven by workers just like yourselves.

The articles may not always provide a direct solution to your most pressing problems of the moment. But often you may find an idea or technique that will help you evade a problem or make your work more effective than it is already.

Secondly, you can share your experiences with new and innovative ways of doing Extension work, or successful use of old techniques applied to new problems. If you think you have something worthwhile, simply query the editor of Extension Service Review. Give him a brief outline of the story and the educational techniques used. He can advise you as to when the story would be appropriate and on the format and specifications to conform to the style of the Review.

The Extension Service Review is your magazine. Any time you have a contribution, constructive criticism, or other suggestions for making the Review more valuable as a tool in your work, the editor would be happy to hear from you.—WJW

For just plain progress at the grass-roots level—a case of people helping people—there's no need to look further than an Extension Service project in Skamania County, Washington.

The issues involved were complex. County Extension agents Richard Adlard and Mrs. Sharon Tiffany, in outlining the problems, use words that have been bothering everybody. Low-income people—food production—geographical and social problems—community action.

After 2 years, the end of the work is not in sight, but some things are being done. With the help of Diana Takahashi, a work-study student from Washington State University, the Extension agents sought out families in the area who could be helped through a garden project.

Working through the children, in many cases, they developed interest in planting vegetables. The objective was better health through better food.

Adlard obtained fertilizer for the gardens from industry. Seed and planters also were given. Diana gave advice and other help—including more than a few hours at the end of a hoe and hammer. Most of the work was by personal contact. In

many cases the people had no telephones.

Using methods tried and proven and getting youngsters interested in making 4-H projects out of their work caused gardens to grow and achievement to advance.

Diana's own efforts with a 4-H garden project just a few years ago made her work and word more than "fancy book-learning."

In some respects, this was her kind of country and these were her people. She had been reared in an adjoining county and the garden that she and

her family maintained helped the food budget considerably. In fact, during the last year's work in Skamania County, Diana was still officially enrolled in her own 4-H Club at home. She completed 9 full years in the program.

Other leaders and adults shared Diana's enthusiasm. Vern Carpenter, an ardent gardener and a retired farmer, not only gave some of the youngsters leadership and advice, but also made ground available to those who needed it.

"In most cases," noted Adlard, "the youngsters grew enough food to be of real value to the family. One mother reported she had to buy practically no vegetables." The supplemental income help from such projects could amount to more than \$2,000 in some instances, Adlard said.

Not every garden turned out well. In some cases the corn was too dry to develop. In another patch, animals ate the beans. "Probably rabbits," guessed Diana.

One of the more serious growers canned nearly 100 jars of food from her garden by keeping the land in some crop just as long as the growing season would permit.

An interesting side aspect to the garden projects in the county was that even in this location—where the Cooperative Extension program is a prominent portion of the community—at least half of the people involved had received no previous Extension aid. □

Better Health Through Better Food

by

Earl J. Otis

*Extension Information Specialist
Washington State University*

These garden project youngsters are an attentive audience as County Agent Richard Adlard describes what is eating holes in their plants.



Pines on the Prairie

South Dakota experiments with new industry

by

Lee Jorgensen
*Assistant Agricultural Editor
South Dakota Extension Service*

South Dakota's plains might someday become better known for Christmas trees, evergreen windbreaks, and fragrant cedar than for windswept prairies—if what people did this year in Campbell County catches on.

Until now, evergreens have had a tough time surviving in South Dakota prairie windbreaks. Mature pine, ponderosa, and cedar, however, live to a ripe old age—at least three times longer than elm and many other broad-leaved trees.

Moreover, evergreens are more resistant to herbicide sprays and don't suffer from Dutch elm disease or Siberian elm canker. Once they are established, evergreens also offer more sufficient year-round wind protection with fewer trees, thus requiring less land area.

The stickler—surviving the physical shock of transplanting and transporting—has held back widescale planting. But it's been seen that the solution is so simple that growing conifers may be a project that younger members of the family can tend to.

"A cooperative venture last year by the Cooperative Extension Service, the Soil Conservation Service, and about 50 Campbell County residents demonstrated a practical way to solve this initial evergreen survival problem and may have opened the way to new shelterbelt attitudes and new industry," says Larry Helwig, Cooperative Extension forester at South Dakota State University.

Wayne Nobel, work unit conservationist for the Campbell County Soil Conservation District, and Mike Madden, Campbell County Extension agent, were prime movers of a pioneer conifer potting project which began in April 1968 as a community service venture.

"They have succeeded far beyond anyone's expectations in putting experimental knowledge to practical application," says Helwig. Ninety-nine percent of their potted plants survived.

The university, in another experiment, also found that potted pine and cedar can be planted in the fall. In October 1967, a small test of potted and bare-rooted stock ponderosa pine and eastern red cedar was planted in the Joe Creek area of Big Bend reservoir in a furrow on a sod site.

A survival count last summer showed 80 percent survival of potted ponderosa, and 100 percent survival of potted red cedar. For bare-rooted stock, the rate was only 5 percent and 0 percent, respectively.

The Extension Service, 4-H Club leaders, the soil conservation district staff, and others in Campbell County began their project with between 30,000 and 40,000 bare-rooted evergreen stock. Fifty workers packed each of the baby trees in small 2 by 2 by 8½ inch tar paper pots and nursed them through the crucial year after their transplant from the nursery.

This tender loving care provides conifers the start they need to withstand the toughest, most frigid winter wind or the dustiest, most sun-baked summer.

"Potting conifers is really an old idea," Nobel says, "It's been done in Colorado, but it hasn't been tried on such a grand scale as this in South Dakota." Success this year in conifer potting trials was also reported on a much smaller scale by 4-H groups in four other counties.

At the beginning of 1968, Nobel and Madden planned to work with only 3,000 trees, a number easy to handle under trial conditions.

Early in January, Nobel; Madden; the district forester for the State Game, Fish, and Parks (GF&P) Department at Aberdeen; and the Campbell County ASCS office manager discussed the proposed project at a monthly meeting of the county's Technical Action Panel.

After consulting soil conservation district supervisors, 4-H Club leaders, county commissioners, and city councils, they found the potting program had caught the fancy of the people in Campbell County, especially retired farmers and town dwellers who wanted to do something for their community. So it was decided they'd work with over 30,000 trees.

Once financial backing was assured from the soil conservation district, workers rolled up their sleeves in April and potted all of the year-old bare-rooted stock in 17 days.

The potted evergreens were protected from wind and hot sun by a lath snow fence while they developed good root systems. Plants were watered whenever they needed it dur-

ing the spring and summer. Red cedar was sprayed as a precaution against fungus blight.

"It's inexpensive to keep them," says Helwig. "The equipment is something you can build yourself for only a few dollars."

Help came from almost every quarter. The district GF&P biologist at Mobridge and the State SCS biologist, familiar with an older conifer project near Aberdeen, lent their experience.

Helwig and a research forester at SDSU provided a potting jig. A retired farmer and teacher built 18 potting jigs from the model, and a grade school custodian designed devices for cutting thousands of 9 by 8½ inch squares from the 3 foot wide rolls of tar paper. This material, which would decay in the soil, became the pots.

A 4-H leader thought up the idea of stacking potted trees, 24 at a time, in pop cases—a ready-made package

for the job. The soil conservation district bought a tree planting machine—a scalper—so the trees could be inserted, pot and all, into the soil.

Cost of all the planting stock and the expenses of potting—the equipment, freight, and watering—were borne by the soil conservation district. They were reimbursed as farmers purchased the potted evergreens at about 25 cents each.

"Cost of potted evergreens is greater than that of bare-rooted evergreens, but when all factors are weighed, it comes out about the same," says Helwig. "Farmers no longer will have to worry about open spots where trees didn't survive," he adds.

4-H'ers will be handling over 12,000 Scotch pine, 3,000 red cedar, and 3,000 ponderosa. The soil district will be responsible for more than 7,000 red cedar, 2,500 ponderosa, and 1,500 Scotch pine. Because the original

stock came from Federal nurseries, these trees must be sold for conservation purposes. Several counties will have the potted evergreens available.

The first 100 potted evergreens were planted early in October, and Nobel and Madden should have no problem disposing of 40,000 plants.

In fact, Madden envisions even greater opportunities for boys and girls, and perhaps a new industry for adults.

"We are hoping that 4-H boys and girls will pot these trees out on the farms where they live. We also intend to try other varieties of trees," says Madden.

"I think there is a possibility for a long-range money-making project," he explained. "If a boy or girl started potting plants for ornamental purposes when he was in the seventh or eighth grade, I believe that with cooperation and help from home, he could make enough money to have a college education."

Helwig, the State Extension forester, points out that lining out stock for Koster blue spruce and Morheim spruce costs about \$1.40 per tree. "By potting and keeping them under protected conditions for 3 years, it's possible to sell them for \$10 apiece."

The district GF&P forester noted that the potential market on Christmas trees in South Dakota in 1967 was about ¼ million trees. About 95 percent of the trees sold came from outside the State. "More and more farmers in the eastern part of South Dakota are putting in 5- or 10-acre Christmas tree plots," he said. As we get better survival on conifer plantings, more farmers will see them as a money crop."

What's next on the agenda in Campbell County? Madden and Nobel are looking forward to town and country residents' picking up the idea of potting evergreens for windbreaks and ornamental trees, "so we can get out of the potting business and move on into some other community project." □

Looking over the results of the pioneer potting program are the prime movers of the project in Campbell County, Mike Madden, left, county Extension agent; and Wayne Nobel, work unit conservationist.



PORK for All Seasons

**Extension, industry cooperate
to produce
consumer information packet**

by
Leon E. Thompson
*Associate Extension Editor
Iowa State University*

"You have to be careful with ideas," Bob Rust says. "Get one going, and it may take you further than you had ever thought."

Rust, Iowa State University Extension meats specialist, says this with tongue in cheek. His example—a theme for an Extension exhibit that was turned into a producer-supported consumer information packet. (And non-Extension sources supported publication costs of the packet as well as taking care of distribution.)

In the spring of 1967, Rust was asked by the Iowa Pork Producers Association to come up with a theme for the Extension-pork producers' co-operative exhibit at the Iowa State Fair. As Extension meats specialist, Rust's objective was to present consumer information about pork.

Rust's summer assistant, Dennis Olson, pointed out the four windows of the available exhibit and asked, "Why not use one window to feature pork for each season of the year?"

And the exhibit theme, "Pork for All Seasons," was born.

The exhibit featuring appropriate pork cuts for fall, winter, spring, and summer proved to be both popular and effective. Members of the pork producers' group liked the theme so much they wanted the idea carried further.

Rust saw the producers' request as an opportunity to carry out some Extension education at minimum cost and with a likely high return. The program vehicle was a set of recipes featuring pork cuts appropriate to each month. The recipes were printed



A key step in the consumer education program was the selection of recipes appropriate to the theme "Pork for All Seasons." Here, meats specialist Robert Rust and Extension nutritionist Phyllis Olson check some recipes and photos.

on cards, with the reverse side carrying information on nutrition.

Rust contacted the National Livestock and Meat Board for recipes and for photographs of various meat cuts. He and Extension nutritionist Phyllis Olson selected a recipe for each month. For the backs of the recipe cards, they wrote meal-planning tips, suggestions on buying and handling pork cuts, weight-watching tips, and some cooking pointers.

The monthly line-up was:

January: Recipe—roast pork loin roll. Reverse side of card—weight watching suggestions.

February: Recipe—pork steaks, German style. Reverse—tips on selecting pork.

March: Recipe—baked ham with applesauce glaze. Reverse—what meat inspection stamps mean.

April: Recipe—pork chop-rhubarb casserole. Reverse—planning meals for good nutrition.

May: Recipe—Bacon-Go-Around. Reverse—the nutritive value of pork.

June: Recipe—spare ribs on the grill. Reverse—building and using charcoal fire.

July: Recipe—ham slices on the grill. Reverse—how to test fire temperature.

August: Recipe—spit barbecuing a rolled roast. Reverse—barbecue sauces.

September: Recipe—bacon, pork sausage links. Reverse—sausages and seasonings.

October: Recipe—pork chops and apples. Reverse—freezing pork.

November: Recipe—Smoked pork loaf ring. Reverse—low-cost pork meals.

December: Recipe—pork crown roast. Reverse—eye appeal for meals.

The 12 recipe-plus-information cards were packaged in a 3½ by 6 inch mailing envelope. Included with the recipe cards was a survey card asking users to check the recipes used and inviting comments.

"This was truly a cooperative venture," Rust explained. "Phyllis Olson and I provided the technical information. The National Livestock and Meat Board provided photographs and recipes. The Iowa Pork Producers Association and the marketing division of the Iowa Department of Agriculture underwrote the cost of printing. The Pork Producers are distributing the packets. I feel that this cooperative effort maximized Extension time and effort."

How successful was the pork recipe packet? Within a month after the August 1968 printing, the Iowa Pork Producers reported distribution of 20,000 packets to consumers.

The only trouble, Rust says, is that the Iowa Pork Producers Association has asked him to prepare a 1969 recipe packet! But he grins and adds, "We're glad to do just that." □



An important feature of the house built "a room at a time" by the Daniel Smiths is this well-designed, step-saving kitchen. The Smiths used a house plan designed by Extension engineering specialists.

Interagency Cooperation

**means better homes
for those who care**

by
Janice Christensen
*Extension Home Economics Editor
North Carolina State University*

The statistics weren't pleasant.

According to a recent survey, 56.3 percent of all housing units and 90.6 percent of all Negro housing in Nash County, North Carolina, were sub-standard.

These figures, presented to the county commissioners by Mrs. Margaret Wade, Extension home economics agent, and J. P. Woodard, agricultural Extension chairman, created a stir.

The chairman of the commissioners asked the Extension agents to prepare a more extensive report, including recommendations on steps that might be taken to help alleviate the situation.

Mrs. Wade was able to report these plans already in operation:

—Groundwork had been started to organize a housing council. It was to include representatives from all agencies who might work together effectively to develop a countywide educational program on better housing.

A similar group, appointed in January 1968 to make recommendations on zoning and building codes for industry, was already in operation. Perhaps they could include housing in their comprehensive planning, the agent suggested.

—Meetings were being held with community groups to take a look at housing needs and decide what could be done toward obtaining building sites and financing housing improvements. Surveys could be done by 4-H Club members, the agent said.

One such survey showed 18 families wanted to remodel their housing, 12 families gave indoor plumbing top priority, and 15 families had aspirations to build a new house.

"Knowing a community's needs and interests makes it possible to develop programs to help educate the people toward better housing," she told the commissioners.

—Other groups and agencies, including Extension, were working with FHA agents to secure home building loans for low-income families.

Several such loans have been approved since the beginning of the year, Mrs. Wade said.

One of the greatest helps toward better housing came when a landowner turned several acres of his land over for development.

The area provided more than 40 lots. Persons who already had houses on the land had first option to buy; if they did not wish to tear down their substandard houses and build anew, they would be given time to locate elsewhere.

The property would be zoned. No animals, such as cows or goats, would be allowed; no junk cars could rust on the property. All houses had to meet minimum building standards.

The first family to build in the new development was the Sunnie Plummer family. They chose a house plan developed by Woodley Warrick, Extension engineering specialist, North Carolina State University.

The three-bedroom house contains all the features of a \$20,000 house, including central heating, hardwood floors, and bathroom, and meets county health standards. It cost less than \$10,000 to build.

The house, built by contract and financed through FHA, is a proud achievement for Mr. and Mrs. Plummer and their two daughters.

The Plummers agreed to let their house serve as a demonstration home for a couple of days. During the open house, more than 1,000 persons stopped by.

Many persons came from the Plummers' old neighborhood. "You could see the spirit of competition coming out," Mrs. Wade says. Neighbors were thinking, "if they can do it, so can we."

Several lots in the development were sold as a result of the "open house" and several more families called on Extension agents for help with house plans or remodeling suggestions.

Another family that offers inspiration to Nash County families desiring

better housing is the Daniel Smith family. They built their own house.

When the Smiths decided they wanted to build, they did not have enough collateral for an FHA loan. So they took the \$600 they did have and went to the Extension home economics agent for suggestions.

Mrs. Smith explains, "Although we could not afford the building materials we wanted to use, the agent advised us to follow a good plan. We used a house plan designed by Extension engineering specialists."

To begin, the Smiths built just the shell and completed two rooms. As more money became available, they continued to add and improve.

Their new house now boasts two bedrooms, a bath, large living room, dining area, kitchen, utility room, and carport.

Two years ago, the family's home reached a value high enough to make them eligible for an FHA loan. They used this money to install a sewage system.

With Extension advice, Mrs. Smith upholstered and refinished furniture, made bedspreads and curtains, fashioned accessory items for the house, and helped her husband with the construction and painting.

In addition she conserved foods from the family garden, so what little income they did have could be spent on the house.

"Everyone who visits the Smiths' attractive and convenient house leaves inspired and has to admit that anyone can have a decent house if he really wants it and is willing to work hard," Mrs. Wade says.

Nash County agents have other success stories to tell. They also realize they have a long way to go before they reach their goal of "a good house for all who care."

They have found, however, that with cooperation from other agencies, such as FHA, and from local officials, much can be accomplished. And families such as the Plummers and Smiths do offer their campaign a great deal of momentum. □

Persons attending "Open House" at the Sunnie Plummer residence discovered that Extension agricultural and home economics agents are trained in housing and have a stock of free house plans for low- to medium-cost housing.



Water for a Desert Country

by
Dave Mathis
*Information Specialist
Nevada Extension Service*

The yucca and the Joshua, the cat-claw and the mesquite, typical inhabitants of a hot desert environment, vegetate the ridges and the arroyos that surround southern Nevada's Moapa Valley. It's a country where water is a scarce and valuable commodity.

Any means of saving and increasing usable water is of great importance to people who live there. This is why the 1968 enlargement of Bowman Reservoir was a much sought project.

The dedication ceremony for the project, in February 1968, was a rewarding event for Ferren Bunker, Cooperative Extension Agent in Clark County, where the reservoir is located. He had played a significant role in both encouraging and coordinating the project.

"One of the particularly gratifying aspects of this project," said Bunker, "was the way in which the various governmental agencies and the individual citizens worked together in accomplishing their purpose."

At the dedication ceremony, Nevada's U.S. Senators, Alan Bible and Howard Cannon, lauded the project as a model in citizen-government cooperation.

Bunker became involved after a comprehensive study by the local irrigation company showed a definite need to store additional water in the Valley, a major agricultural area 65 miles from Las Vegas. They realized that enlarging the reservoir would involve a number of Federal and State agencies, so they asked the county Extension agent to coordinate the project.

He successfully coordinated the efforts of the irrigation company, the State Engineer's Office, the Soil Conservation Service, the University of Nevada, the Agricultural Stabilization and Conservation Service, other Federal and State agencies, and the water users themselves. Working together, they came out with the result that everyone wanted—more water for the Moapa Valley.

Since 1881, when permanent set-

tlement was made in the Valley, there had been water problems. The Muddy River, which would be considered not much more than a creek in most areas, provides nearly all of the irrigation water.

In the early days, winter meant flooding, washing out of irrigation structures, and great loss of the valuable water. By early summer, flows had dwindled in the river to the point that only a relatively small portion of the land could be irrigated.

The Civilian Conservation Corps, in 1935 and 1936, under the supervision of the U.S. Forest Service, undertook a project aimed at controlling the regularly occurring winter floods. They built Bowman dike and the Wells Siding diversion dam.

The dike was built to stop devastating floods, and the dam diverted the Muddy River into the Lower Moapa Valley Canal System and into the flood channel. The project served solely for water diversion and flood control and did lessen damage from runoff. But it did little to alter irrigation.

Later, the site was studied for its potential to store water, and in 1945 application was made to use it for storage. The application was granted and Bowman Reservoir had its beginning. It had a capacity of 900 acre feet, but conserved only a portion of the excess winter water.

This storage was used to supplement Muddy River discharge during the peak of the irrigation season. The system is owned by the Muddy Valley Irrigation Company, a non-profit, farmer-controlled and operated entity.

But even with the storage, up to 50 percent of the total cultivated land could not be irrigated during the hot summer months because of a lack of water. There was still too much winter runoff into Lake Mead, where it was lost to agriculture.

The irrigation company had contemplated a new storage facility or enlargement of Bowman Reservoir. The spark needed to ignite action, however, did not come.

Then, in 1964, the need to increase summer irrigation was accentuated. The local power company requested an exchange of well water for water out of the Muddy River.

When a subsequent study revealed that the well water was of a much poorer quality than the river water, the irrigation company felt the exchange would not be wise.

At the same time, the State Engineer's Office asked that certain water rights held by the irrigation company be clarified. For many years there had been no designated or recorded changes in points of diversion. A study was initiated, and a civil engineer was employed to make the proper adjustments.

The study indicated that the topography and soil conditions would permit more water to be stored in Bowman if it were enlarged. As a result, the irrigation company concluded that every effort should be made to store additional water.

At this point, County Agent Bunker took over the reins of the project.

The Soil Conservation Service, the company engineers, and the University of Nevada prepared feasibility studies which produced evidence that the project was feasible.

On this basis, the company contracted the services of a consulting engineering firm. Final plans were produced, and the stage was set for construction.

"Cost of the project," said Bunker, "was over \$400,000. Of this amount, \$100,000 was obtained out of conservation funds allotted through the Agricultural Stabilization and Conservation Service on a cost-share assistance to the farmers. A loan was obtained by the company for \$385,000 from the Farmers Home Administration to complete the financing."

The enlarged Bowman Reservoir completed early in 1968 increases storage from the former 900 acre feet to over 4,000 acre feet. It will greatly enhance the conservation of water for the desert-surrounded Moapa Valley area.



County Agent Ferren Bunker, coordinator of the project to enlarge the Bowman Reservoir, looks at the results of the effort. The dam was raised 22 feet above the original.

"The Bowman Reservoir enlargement will have a far reaching effect on the ultimate development of our agricultural resources," said Karl Marshall, president of the Muddy Valley Irrigation Company. He added that it will also provide recreation and flood control values.

"Sixty farms, encompassing nearly 3,000 acres, will benefit directly from the increased storage," Bunker pointed out, "and necessary irrigation waters will be nearly doubled during the critical time of the year.

"In addition," he said, "about 100 town lots and several small industrial water users, as well as the Southern Nevada Power Company, are going to benefit."

The city of Las Vegas is the principal outlet for agricultural products produced in the Valley. The increased water will allow for increased production—thereby strengthening the marketing position for those Valley prod-

ucts now partly imported to Las Vegas from California and other areas.

The recreational aspects of the reservoir involved the Nevada Fish and Game Commission and the U. S. Bureau of Sport Fisheries and Wildlife in the project. Boating, fishing, swimming, and waterfowl hunting are among the activities that may be enjoyed at Bowman.

Aside from the Federal and State agencies already mentioned, Bunker also worked with the Clark County Commissioners, the State Engineer, and the Department of Conservation and Natural Resources.

The Nevada Highway Department was also a principal participator, since highway alterations, road engineering, and other associated activities formed an integral part of building the new reservoir.

"This project shows what a citizen and his government can do when they team up," said Bunker. □

Below the Bowman Reservoir lie the green fields of the Moapa Valley. The recent enlargement in the reservoir will help these farms achieve their production potential.



Spotlighting the Individual

Advisory committee helps tailor 4-H to meet community needs

by

Phil Massey

*Assistant Editorial Specialist
Louisiana Extension Service*

Fuller development of the individual youth through 4-H Club activities has resulted from a complementary relationship between the schools of St. Martin Parish and the Louisiana Co-operative Extension Service.

This change for the better started about 2 years ago when the parish 4-H Advisory Committee decided to study the existing club program for the purpose of meeting the needs of more boys and girls.

More emphasis was needed on participation, they decided. Youngsters needed more opportunities to develop useful skills, abilities, and knowledge through workshops, clinics, demonstrations, and other outlets.

The development of such worthwhile qualities as leadership and citizenship through better meetings received added attention, as did community service projects and related activities. The awards program needed broadening to give proper recognition to youngsters for the completion of projects and for participation in the overall program.

Prior to the Advisory Committee's

recommendations, the primary goal in 4-H Club achievement seemed to many in St. Martin to be the winning of a trophy for the school club. Awards, in recent years, had supplanted development of the individual, leaving many youths with untapped potential foundering in the wake of the drive for school or club superiority.

"There was and always will be a need for a child to do his best simply for the sake of doing his best, not just for the prizes involved," said Rene Calais, Assistant Superintendent of St. Martin Parish Schools. Calais gave leadership to a re-evaluation of the 4-H program in St. Martin schools last fall when he called a meeting to discuss the direction and purpose of the existing program.

From the committee meetings came recommendations rewording the purposes of the program and their relationship to the 4-H members and school leadership in St. Martin. Participating with Extension in the drafting of new club guidelines were Calais; James Babin, principal at

Parks Elementary School; Newman Braud, principal of Adam Carlson High School; Sister Mary Roland, principal of Mercy High School; and Homer J. LeBlanc, principal of Cecilia High School.

Entitled "Ways to Improve Your 4-H Club," the resulting committee document recognized the basic role of 4-H Club work as an adjunct to the school curriculum. It stressed that 4-H work should be an out-of-school activity—not designed to compete with arithmetic, reading, science, or any other in-school lessons.

The committee's findings emphasized the completion of a club project as prime goal of 4-H participation. It noted that the work is basically the student's responsibility, and that at no time should a teacher or other adult do the work for a 4-H'er.

The annual parish-wide Achievement Day was eliminated. Gone was the do-or-die competition among members for club superiority. Emphasis was placed on the successful completion of a project, rather than on competition between selected individuals.

With the pressures of winning gone, 4-H leaders were able to better focus their attentions on developing the individual or group toward more worthwhile goals.

Sessions were conducted by Extension personnel to train teachers and other leaders in club procedures and project subject matter. Taking leadership in the training were Associate County Agent Conrad Gauthier, and Assistant Home Demonstration Agents Kathryn Molaison and Etta Brew. One or more agents attend each meeting to lend assistance.

School commitment to the effort was summed up well in the committee report, which said that a club can be no better than the leadership wants it to be and that everyone should feel a responsibility to 4-H work.

"The amount of enthusiasm and pride displayed by students in their work and in the club in general will depend upon the interest and enthusiasm shown by the school principal and the teachers," it said.

In addition to being in the supervisory role, the club leader keeps 4-H'ers informed on club purposes and goals, meeting dates, and standards that are expected.

Rather than doing the projects, the leader guides them in project selection, helps obtain information necessary to complete projects, and encourages participation in contests and activities related to these projects.

While the swing in St. Martin is away from competition for a club trophy as an end in itself, the club program is not without its rewards. The Parish Advisory Committee decided that rewards should be based on participation in and completion of programs at regular meetings, club activities outside the regular club meeting, and participation in parish 4-H functions. Stronger clubs appear to have emerged as a result of the new approach.

The Club Achievement Award is a trophy earned by a club accumulating 425 points in a school year. Five areas of achievement, worth a maximum of 100 points each, comprise the possible perfect goal.

A major area of emphasis in 4-H is project record completion. With the possibility of earning 100 points, each club figures percent of completion by dividing the number of projects taken by a club into the number

of records submitted by club members.

Another 100 is based on contest participation by club members. Each club is encouraged to have at least five programs at regular meetings. A club is given 20 points for each program, up to 100 points.

Participation in activities outside the club meeting is another way of earning up to 100 points. Such activities include helping with various charity drives, cleaning up a school ground or public area, and other public services. A club is given 20 points for each project up to 100 points.

The fifth 100 points is based on how much a club participates in parish-wide activities, such as 4-H officer training clinics, State fair exhibit training sessions, electric project clinics, etc.

A much stronger awards program has resulted from the shift in emphasis. Each boy and girl who completes a project receives a Certificate of Achievement from State 4-H headquarters at LSU.

Quality ribbons are given to those who show exhibits or give demonstrations, regardless of where they place. Club winner ribbons go to those who place first, second, or third in club contests. Parish winners get medals for first, second, and third. Fourth and fifth place finishers get ribbons.

An incentive to stay in club work is provided in an 8-Year Pin, which is earned by members who remain in club work for 8 years.

While it's still too early to assess the total effect of the new approach to 4-H Club work in St. Martin Parish, indications are that some of the goals are being met.

Enrollment is up by 260, and nearly 95 percent of the members participate in club contests and activities. Seventy-five percent are completing their projects, and overall participation is excellent. All of this shows that more members than ever before are closer adhering to the 4-H motto of "Learning by Doing." □

Thanks to a change in emphasis recommended by the Advisory Committee, these 4-H'ers in St. Martin Parish can now concentrate on individual development rather than on winning awards.



Seminar in Education

When citizens want to learn,
Extension finds a way

by

Bill C. Robinson
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A series of meetings in Pike County, Indiana, last February and March illustrates what can happen when an Extension agent, in direct contact with people at a local level, discovers a need which can be met through educational processes.

Entitled "A Seminar in Education," the series was designed to inform the people of Pike County about the operation of school systems and school corporations in Indiana. Its inception, preparation, execution, and followup was carried out over a period of 9 months.

The schools of Pike County had been reorganized into a countywide unit in the primary election of 1966. An interim board was supervising school operation until an elected board could assume this duty in July 1968.

The agent's involvement in the series began when he visited the farm of Claude Stone, president of the interim school board, to take pictures

of the 4-H Club barrows belonging to Stone's son.

After the pictures were taken, Stone said, "Let's quit talking corn and talk about schools. What do you think the schools of Pike County need? What do others in the county think?"

"Are they satisfied with the job that I'm doing as president of the school board?" he asked. "I'm not satisfied at all. I think that I could do a better job—if I knew what to do."

The agent's suggested solution was a series of educational meetings for prospective school board members. When the idea was placed before the existing school board, they gave the Extension agent permission to proceed. They asked only that they be kept informed of the program.

The first contact was made through Purdue University. J. B. Kohlmeyer, Extension specialist in school affairs, was asked to prepare a series of meet-

ings to "inform prospective school board members of their rights and duties."

He immediately grasped the situation and said, "You don't want to educate prospective school board members—if a person attends these meetings, he declares his intentions and thereby reduces his chances of election. What you want, I think, is to educate *all* of the public about school legislation. Then you let them decide or identify prospective candidates."

The local school board—and the agent—concurred with this statement.

At Mr. Kohlmeyer's suggestion, the agent called Dr. Lowell C. Rose, Executive Secretary of the Indiana School Boards Association, and asked him to lead the series. "I don't think that anything like this has ever been done, and I'd like to try it," Rose said. "Why don't I come down to Petersburg and talk with your committee?"



A panel of experts fielded questions from the audience at the summary meeting of the seminar on education. Left to right are Dr. L. C. Rose, executive secretary of the Indiana School Boards Association; J. B. Kohlmeyer, Extension specialist in school affairs, Purdue University; and Dr. Bill Wilkerson, school finance specialist, and Dr. Jon Kinghorn, school curricula specialist, both from Indiana University.

After the meeting, he agreed that the plan was feasible. A local insurance executive offered to underwrite the cost of the series.

Early last January, Dr. Rose sent his proposed series outline. The subjects to be covered were history of school reorganization, local school boards, school financing, school construction, and development of curricula. A sixth meeting was to summarize the series.

Dr. Rose was given permission to locate qualified authorities to conduct each session. The Extension agent assumed the responsibility for announcing the meetings, securing enrollment, serving as moderator at each of the sessions, and writing a news story about each meeting.

In addition, the agent developed a registration technique enabling those attending the meetings to ask personal questions and still remain anonymous—if they so chose.

Extension mailing lists were used as a source of possible attendance, and more than 500 letters were sent to local people in all walks of life.

Three advance news stories were written to publicize the series of meetings, and the newspaper editorialized

about the sessions under the heading "It Just Might Work!" The newspaper delayed its deadline in order to print the stories the agent prepared after each meeting.

Three of the four public universities in Indiana participated in the series. The fourth was eliminated because of geographical distance.

Although only 44 people pre-enrolled, attendance at the six sessions averaged 61. The six-meeting series involved 92 people, for a total attendance of 366.

This series enabled the people of Pike County to ask questions that sought information based on facts, on what they thought were facts, and on emotions. Opportunities for questions were a part of all sessions.

Typical information requested included: "What does Indiana provide for the composition of school boards?" "How can we get more teachers for our school?" "What is the optimum size (student body) of a high school?"

"Can additions be made to present facilities to meet our future needs?" they asked. What do we do with old buildings if we construct new ones?"

"Who determines school curricula?" they wanted to know. "How

can we get more trade and industrial arts education?"

Information was also requested about such diverse topics as equalization of taxes, availability of Federal funds, and whether closing of gymnasiums would limit a child's chance to gain recognition by playing on the school basketball team.

The end result of the series? Nine people who attended all six meetings filed as school board candidates—and four of them were elected.

Four techniques were used in organizing and carrying out this activity which are fundamental to the success of many Extension projects:

—Acknowledgement of the desires of lay leadership;

—Extension agent-Extension specialist relationship;

—Cooperation between all State institutions of advanced learning;

—Cooperation between formal and informal educational agencies.

It appears that Extension's role in discovering the need for information and finding its source is going to have definite impact on the public educational services offered in Pike County, Indiana. □

U - S - P

The common quality we all seek in our Extension work is success. We build in many factors to guarantee success as nearly as possible.

Some of the more important success factors include the wide range of competencies on the county staffs. We have an Extension specialist staff to support our efforts in the highly technical areas. Beyond this, we seek the cooperation of other government agencies at all levels, public officials, various civic organizations, development groups, and committees.

Yet, in spite of this, our programs still attain varying levels of success. That some will excel while others attain only moderate success is inevitable. But we can take steps to help bring those with lesser degrees of success more nearly to the levels of success enjoyed by those those excel.

We can do this by making sure each project plan includes actions to create those intangible keys to success that we shall call U-S-P—UNDERSTANDING-SUPPORT-PARTICIPATION.

The key audiences in developing U-S-P are the county governing boards, your county Extension planning committee, cooperating agencies and organizations, community leaders who hold no formal office, and the participants. These different audiences have unique interests in the projects and programs of their concern. The efforts or actions to develop U-S-P must be keyed to these unique interests.

Understanding, of course, is the basic foundation of Support and Participation. But the latter two don't come automatically with Understanding. Each of the three components of U-S-P is produced by overt action. The three components are interdependent, and lack of effort to create all three weakens the entire U-S-P structure.

For example, in addition to understanding what a project is all about, those expected to provide support—whether

it be financial, resource personnel, or just moral support—must know exactly what is expected of them and when it is expected. Unless these are made known, you may be expecting support that doesn't materialize, or you may end up getting only token support when you were expecting an all-out effort. It is also well to make potential supporters aware of the extent and nature of the benefits they can expect in return for their support.

Knowing in advance the extent and nature of benefits to expect of a project can often mean the difference between active and passive participation by those who can benefit. We all can recall examples of people listed as cooperators in a project who didn't really work at it. Likewise, we all can recall those who expressed an intent to participate, but somewhere along the way dropped out. How many passive participants could have become active participants and how many dropouts would have been prevented if they had been made fully aware of the extent and nature of benefits to expect?

Participation also means accepting responsibilities. Potential participants must know what these are. These responsibilities may mean additional cash outlay, additional time devoted, or perhaps a general revamping of plans to fit the new practices or activities into the maze that makes up the total farm, enterprise, or household operation, or the community development project. How many potential participants failed to come into the program because they expected the responsibilities to be too great when really they weren't? How many dropped out because the responsibilities turned out to be greater than they had expected or greater than they could bear?

This is the time of year that we build our plans for the coming months. Regardless of how good the plans are technically, they won't be complete and they won't insure the success we seek, unless they include actions to provide adequate U-S-P. WJW